



PHILIP MORRIS

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May 29, 1987

Mark Butler
The Roper Organization
205 E. 42nd Street
New York, N.Y. 10017

Dear Mark,

As we discussed, I want you to run historical data on smoking incidence and consumption for varying groups of states. The specific groupings are attached.

The data should be run period-to-period on a one year moving average basis starting with our first full year of data.

The table format would be:

High Change vs. Neighboring States			High vs. Low vs. No Chg.		
Group I		Group II		Group II	
Test	Control	Balance	Test	Control	Balance

Year Ending:

81 -

.

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82-1

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87-3

We need these data ASAP. More definitions will follow shortly; however, please don't wait for those to run these tables.

Sincerely,

Karen Miller

KM/sl

cc: R. Cofield B. Weinstein
C. Levy J. Zoler

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